


TO: Peter Henriques

DATE: April 28, 1995

FROM: Shari Teitelbaum SUBJECT: **B&H Hispanic Advertising -- Qualitative Research Schedule**

The following is the schedule for the qualitative research to be conducted among Hispanics in Miami on May 11th. The purpose of this research is to explore consumer response to alternative executions for Benson & Hedges 100's current Hispanic campaign, as well as to revisit the relevance of the "Empathy" theme among this smoker segment. The groups will be conducted among Spanish-dominant Hispanics of Cuban origin who claim to read and write in Spanish. Hispanics of Cuban origin were selected for this study because of B&H's strong standing in this market.

A total of eight triads (3 respondents each) will be conducted in Spanish among B&H and competitive smokers with B&H in their consideration set, as follows:

6 triads among Benson & Hedges 100's smokers

- 2 among females, ages 25-39
- 2 among females, ages 40-54
- 1 among males, ages 25-39
- 1 among males, ages 40-54

2 triads among competitive "B&H prone" smokers

- 1 among females, ages 25-44
- 1 among males, ages 25-44

This research will be conducted on **Thursday, May 11th from 12:00 - 8:00 pm** at the following location:

Light Interviewing Services  
8415 Coral Way  
Suite 201  
Miami, Florida 33155  
Phone: (305) 264-5780

A debriefing will be held the next morning. Ms. Gloria Williams of Market Development Inc. will moderate. Directions to the facility and a list of recommended hotels are attached.

cc: J. Bonhomme  
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Attachment

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